

The Survey of Tea Brand Cha Miao² was based on the Needs of Young People

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Abstract

China is tea's hometown and tea culture's birthplace. With the development of the Internet age, young people first think of the tea drinks sold in beverage stores and never think of traditional tea. Tea brand pioneer cha miao² project strives to design unique products with various elements of China's tea culture with unique design techniques so that most young people are more interested in tea culture. While promoting traditional Chinese culture, cha miao² provides a novel way to make consumers pay more attention to the relevant content of Chinese tea culture, making the tea market more young and trendy. This paper analyzes the current situation of tea brands and proposes the development strategy of cha miao², a pioneer of tea brands, to realize the cross-border development of cha miao² under the needs of young people.

Keywords

Young People; Tea Brands; Cha Miao².

1. Introduction

Under the background of the enormous market of domestic consumption transformation and upgrading, since the epidemic, emerging consumption models such as contactless food delivery, online drug purchase, unmanned stores, and brush face payment have made consumers more dependent on technologies such as the Internet and mobile payment, and new retail should emerge from time to time. New retail relies on the Internet and uses advanced technical means such as big data and artificial intelligence to upgrade and transform goods' production, circulation, and sales, thereby reshaping the retail format structure and retail ecosystem. According to the characteristics of new retail, its essence is the product of the Internet. The rapid development of the Internet has led to a shift in retail brand communication, and what companies do is no longer direct advertising. The audience of the Internet is mainly the younger generation, and its willingness to share and love new things makes brand communication an essential way for enterprises to break through the homogeneous competition and help brands quickly drain traffic. The new-style tea drinking industry is based on China's long-standing tea culture and the vast number of young consumer groups, and the market scale is constantly expanding. The cha miao² selected in this article represents the emerging tea beverage retail brand. As a new tea beverage head enterprise, cha miao² pays more attention to product quality and consumption scene jump. Based on the meaning, system framework, and characteristics of new retail, the brand communication strategy of the cha miao² brand is discussed by taking the case of the new retail model represented by cha miao² as the analysis object.

2. The Brand Status Quo of Cha Miao² in the Context of New Retail

Cha miao² uses online and offline combined business modules to expand brand communication channels; Create a multi-level shopping experience based on new retail theory and enrich brand communication content; Use new technology and technology to establish user portraits and real brand communication objects. Promote the tea industry from the Internet era to the new

retail era. This unique new retail model surpasses the traditional tea industry and retail in brand communication. Cha miao² starts from the four elements of brand communication: the main body, the object, the channel, and the content, opening up a new retail experience era belonging to the tea-drinking industry, see Fig. 1.

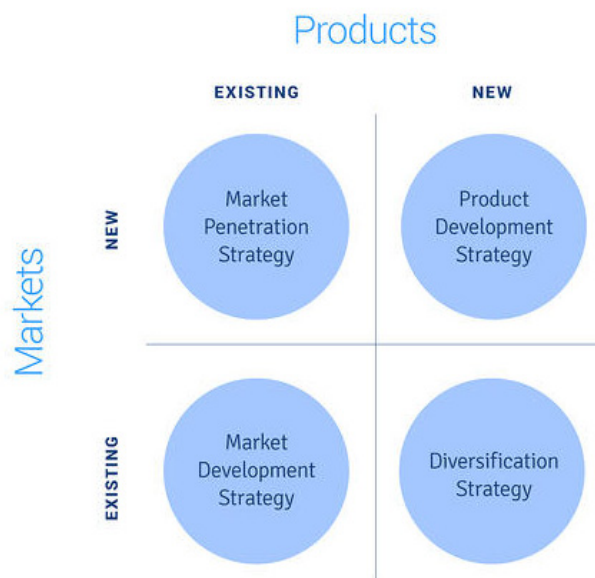


Fig 1. Brand marketing strategy process of new retail tea drinks

2.1. Pay Attention to Content Marketing and Establish a Social Ecosystem

Cha miao² mainly uses mainstream Internet social platforms to carry out a series of content marketing and strives to create a net red tea drinking setting. In content marketing, it is no longer limited to the product itself and hard advertising, often with the novel copywriting of the brain, colorful and exquisite materials, visual pictures, posters, scenes, etc., such as the handicraft process of the short video platform, brand story or creative video, Weibo and other social media platforms such as pictures and text, with the help of store design and product appearance packaging, WeChat public account tweets, to achieve a wide variety of brand communication content. With the explosion of tide play brands, "joint + products" has become a means for major IP debut or renovation, and it is also the embodiment of the value of the new retail brand IP. From a single sale to a friendly partnership, by seeking commonality between the two brands, highlight the characteristics of their respective products. For example, with the joint name of cha miao² and the small yellow duck brand, the cup cover integrates B.Duck's iconic duck and cha miao² genderless villain logo, builds a pop-up shop with B.Duck little yellow duck as the element, and receives exquisite gifts such as consumer co-branded brooches and mobile phone cases. Let the spirit of B.Duck Little Yellow Duck "BePlayful" and the concept of cha miao², "a cup of cha miao², inspire an inspiration," can be integrated, and the two sides will quickly harvest heat in the short term and realize the introduction and recovery of traffic on social platforms.

2.2. Data-based Brand, Highlighting Consumer Personality

The cha miao² Mini Program was set up not only to process online orders but, more importantly, to collect data. The first step of placing an order for a Mini Program is selecting a store, which allows cha miao² to perceive consumers in different locations, periods, and age structures. Obtain consumer preference information and consumption dynamics nationwide, and paint a holographic portrait of consumers. The intelligent algorithm is used to conduct an in-depth data analysis, summarize and unify consumers' consumption habits, and maximize consumer needs. On this basis, the systematic investigation of products also provides multi-dimensional data

support for the launch of new products. Relying on the data, cha miao² is the first to carry out taste innovation and launched a series of handmade teas in the market that cater to young consumers' preferences, such as fresh fruit tea, cheese tea, yogurt tea, etc. Products are the carrier of brand communication, and doing an excellent job of products is the first step to achieving high-quality brand communication. From the perspective of brand positioning and consumer groups, cha miao² adopts a differentiated and positioning strategy, so it is necessary to adopt distinctive product characteristics in brand communication to cater to the consumption preferences of different consumer groups, see Fig. 2.

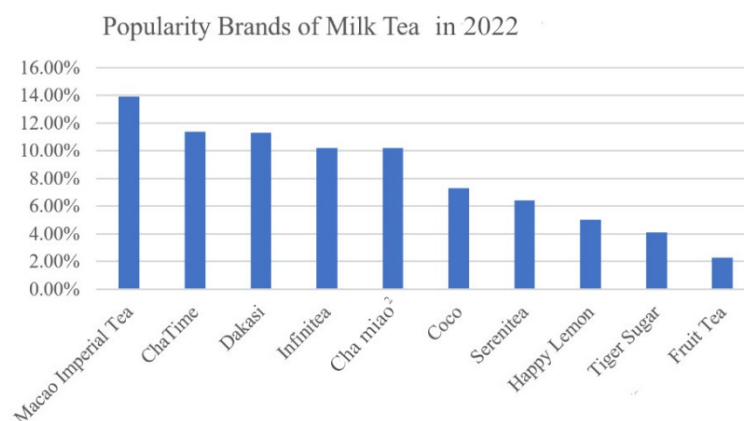


Fig 2. Analysis of the survey results of the new cha miao² brand based on the needs of young people

Nowadays, with the rapid development of the economy, the people's consumption concept and consumption level continue to improve, and young consumers have become the leading consumer group in the market. In the market performance, the market products gradually tend to be quality, simple, fashionable, and portable. In tea rejuvenation, brand construction should also consider the above factors. Tea raw materials and product quality should be the central concept of the brand, and then the design of the internal and external packaging of related products, and then fall back into the marketing method, only in this way, whether in the present or the future, so that the built brand will not be eliminated by the market and the times, in order to maintain vitality permanently.

3. Based on the Research of Tea Brands That Pay Attention to the Needs of Young People

Through a questionnaire survey of new-style tea users in the context of the experience economy era, the effective questionnaire survey results show that in the gender distribution of new-style tea consumption users, the proportion of male and female new-style tea consumers is 4:6, and women become the leading group of consumers; Post-90s consumers accounted for 85.71%, post-80s consumers accounted for 12.64%, and post-80s and post-90s accounted for most of the total number of new-style tea consumers. It can be seen that the post-80s and post-90s are the leading force of new-style tea consumption. Combined with the sample characteristics of the target user population, a total of 20 respondents who could conduct one-on-one in-depth interviews were successfully interviewed, and the remaining unsuccessful users were interviewed by telephone and online. The primary consumers of new-style tea drinks are students and office workers, so the users surveyed are mainly students and office workers. This interview is mainly to explore the factors that affect the target consumers to buy new tea drinks,

consumer experience, and consumer aesthetic preferences, and the interview goals set around the study before the start of the survey mainly include the following aspects:

The living habits and hobbies of post-80s and post-90s consumers:

The consumption process of post-80s and post-90s consumers buying new tea drinks;

Post-80s and post-90s consumers' emotional ups and downs at various stages of the consumption process;

Post-80s and post-90s consumers' awareness of the visual touchpoints of new-style tea brands and the degree of impact;

After the interview, first-hand interview data were obtained based on the content of the on-site recording and the analysis of the video and audio results in the later stage. Integrate user interview results and output a user experience map of the new tea consumption process. The consumption process is divided into pre-consumption, consumption, and post-consumption. The user's consumption stage is described mainly from the stage description, user behavior, visual touchpoints, emotional experience, existing problems, and opportunity points. Consumers' emotional experience in the process of new tea consumption is analyzed. In the new tea consumption process, consumers mainly experience the motivation of attention and desire by physiological or psychological needs, exchange information according to different interests and experience perception, pay intention and purchase action, and finally experience and after-sales service after consumption. Therefore, according to the consumer's consumption psychology, the consumption stage can be summarized as demand and motivation, focus on desire, interest and perception, intention and behavior, decision-making and purchase, experience, and after-sales, see Fig.3.

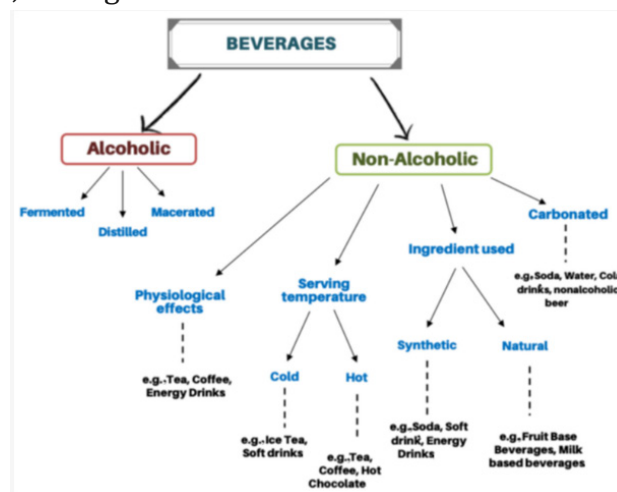


Fig 3. Investigation process of beverage brands required by young people

The first consumer sentiment low point Before the discovery of new-style tea shops, due to the low recognition of brand visual design, the expression of personality is weak; Some new-style tea brands are not in place online, and offline publicity and consumers have low brand awareness, and consumers are looking for anxiety. At this time, the consumer's visual contact point falls on the brand visual image and store visual image, creating a personalized brand visual image and an attractive store style, which can effectively improve the recognition of the store, attract the attention of consumers, arouse the curiosity of the consumer group, and drive consumption.

The second consumer sentiment low is anxiety in the queue. According to the user's travel map, there is a clear difference between the emotional experience brought to consumers by stores with leisure areas online ordering and stores without leisure areas/queuing up for food. Some merchants use hunger marketing strategies to bring more added value to new tea products in

the process of bringing consumers a different consumer experience. Nevertheless, in this process, consumers are prone to queue anxiety.

4. Analysis of the Survey Results of New Tea Brands based on the Needs of Young People

4.1. The Young Consumer Market is Sluggish

Taking the traditional tea market industry as an example, the number of young consumers in the consumer group is decreasing year by year, but it is not that young people have no interest in tea culture. The reason is that the emergence of various new tea beverages and Internet celebrity beverage stores has impacted the traditional tea industry. Although young people generally recognize the health care function of tea, most young people still do not trust the unbranded tea on the market. According to statistics, in consumption, 80% of young tea consumer groups pay more attention to brand effect and culture. Among young consumers, young people prefer tea with brand foundation and high quality, and young people are gradually becoming the mainstream of consumption of brand healthy tea. In today's era, most young people pursue a more unbridled lifestyle; however, the traditional tea-making process is cumbersome, and it is not easy to carry and access traditional tea products that do not conform to young people's pursuit of a simple, unbunched lifestyle.

4.2. Chinese Tea Culture Concept

In "China," which is centered on tea culture, the group value of people is significant. At the same time, the importance of influence under the tea culture, but also coordinating the relationship between each other, is conducive to the balance of people's mentality, so solving the modern young people's mixed state of mind has a good value significance, but also for the improvement of people's artistic quality has significant value; Young people's participation in tea culture can relieve their stress, relax their body and mind in today's working state, and cope with a more challenging life with a healthier attitude. Tea culture also has the characteristics of knowledge, taste, and elegant customs, which can also enable young people to give people beautiful enjoyment in tea tasting, tea tasting, and tea viewing.

4.3. Create a Young Tea Culture Brand

Now "young people" is the leading force in society. As more and more young people pursue fashion and pay attention to product appearance, we will focus on fashion design style to meet the preferences of young people. The two concepts of "fashion" and "trend" are given to the new product, and the tea culture is retained to the maximum extent without losing its function. However, it appears in people's vision in a way that meets the aesthetics of young consumer groups, which can not only preserve tea culture, but be also in line with the trend of the new era, and inherit and carry forward the excellent traditional culture of the Chinese nation. The design of the brand name should also conform to the concept of a "young tea culture brand." After all, the text is the most natural bridge to convey people's emotions and spirits. A good brand name will become the spiritual sustenance of a generation with good memories, and each generation will have several names that have always existed in their minds. It would be great if this name could evoke the unique feelings of some consumers.

4.4. Positioning of Products in the Brand

Nowadays, with the rapid development of the economy, the people's consumption concept and consumption level continue to improve, and young consumers have become the leading consumer group in the market. In the market performance, the market products gradually tend to be quality, simple, fashionable, and portable, so in the tea rejuvenation brand construction, the above factors should also be considered. First, the raw materials and product quality of tea

should be the central concept of the brand. Secondly, the design of the internal and external packaging of related products, and finally, it falls back into the marketing method, only in this way, whether it is now or in the future, so that the built brand will not be eliminated by the market and the times, and can it maintain its vitality forever.

5. Based on the Development Suggestions of Tea Brand Pioneer Cha Miao² under the Attention of Young People's Needs

5.1. Create Innovative Tea Brands based on the Potential Needs of Young Consumer Groups

Tea-related beverages have developed a variety of categories of products, such as milk tea, fruit tea, flower tea, etc... In the context of people's increasing attention to health and health knowledge, cold brewed tea gathered tea nutrition maximization, taste back to sweet, brewing requirements are low, cold water is flushing four significant advantages, in the current tea product market has great room for development. The target consumer group of the "A Light Tea" innovative tea brand is mainly the 15-30-year-old young group who pursue individuality and beautiful life, with college students and white-collar workers as the primary consumer forces. This kind of group of people is more strict in the selection of drinks, has higher requirements for the taste, appearance, and innovation of the product, is willing to invest in the brand concept and is willing to pay for the comfortable and leisurely afternoon tea consumption scene. In addition, tea culture belongs to the traditional culture of our country. How to carry forward the traditional culture and the young people at the forefront of the times burst out of the spark of innovation is the obligation of cha miao². Cha miao² should adhere to the audience-centered consumer-oriented concept. The tea drink taste is young, the concept is scientific, the packaging is creative, the drinking method is convenient, and the spread is extensive.

5.2. Build a Brand Concept and Systematic Operation based on Huicha Culture

The brand concept of tea is closely related to the efficiency of brand communication, and the brand culture with profound meaning is conducive to stimulating consumers' sense of identity and cultivating consumer loyalty. The intangible cultural resources such as tea picking ballads, tea picking dances, tea folk customs, and tea ceremonies formed by Huipai culture are abundant, and cultural cards are set up in the process of brand communication, which carries forward the Hui tea culture in a subtle way and boosts "tea as the national drink." In addition, cha miao² should combine visualization technology with tea culture communication to create a marketing network of ideas and study its radiation range and the density distribution of members in age and geographical location. Establish an information database from consumer activity, membership, radiation orientation, etc., and analyze the consumption preferences of the target market. Currently, the main force of tea sales is mainly middle-aged and elderly. The spread of Hui tea culture has a long way to go, "a cup of light tea" aims to promote the rejuvenation of tea tasting groups, taken from Anhui local, using Huangshan Maofeng, Liu'an Gua Tablets, Keemun black tea in Hui tea as raw materials, both to support local enterprises, but also to carry forward the Hui tea culture. In the packaging and promotion of products, we introduce tea history, tea culture, and tea drinking tips and regularly hold tea-tasting gatherings to enrich the brand culture of "a cup of light tea."

5.3. Cross-border Marketing, Precision, and Personalized Marketing Strategy Model Combined

Cha miao² applies data analysis to profile target consumer groups and digs deep into young consumers' preferences and tea drinking styles. After conducting comprehensive market research, develop a corresponding marketing promotion strategy. Borrow big data to accurately advertise and highlight the brand's core concept and product characteristics: good

nutrition and beautiful life. Play cross-border, cooperate with brands with the same or similar brand tone, and increase the national favorability of brands. In addition, carry out the "Spring Wind Ten Mile Tea Waiting for You" trial crowd testing activity, and encourage consumers to receive tea for free, resulting in tea evaluation reports, through collaborative filtering technology, analysis of the behavior of other neighboring members of loyal customers, the use of weighted average calculation method, analysis of young consumer groups for specific tea products preferences, personalized tea marketing, the establishment of consumer characteristics database. With interactive integration as the strategy, online and offline linkage integration. Real-time monitoring of the consumption activity of various tea products, timely adjustment of tea product taste, the launch of new tea products that can detonate the market, increase the exposure and popularity of the brand.

6. Conclusion

The market competition of the new tea industry is no longer limited to the competition of the product itself and gradually enters the stage of brand competition. In order to meet the emotional needs of consumers in the consumption process, the pioneer of tea brands cha miao² improves brand competitiveness through brand visual image design, creating a distinct brand image and tone. In the new tea consumption process, each brand's visual contact design can impact the user experience differently. Tea brand pioneer cha miao² should adopt a youthful visual design through continuous optimization of visual contact design; Use multimedia to enhance visual impact; Pay attention to the immersive experience and other ways to present vivid visual touchpoints, and enhance user experience, so that users from knowing to using, from use to satisfaction, and then from satisfaction to loyalty, successfully meet the needs and expectations of users, improve user acquisition rate, enhance user loyalty.

Acknowledgments

Fundamental Project: A Project of Sichuan Provincial University Students' Innovation and Entrepreneurship Training in 2021, Southwest Petroleum University: "Miao Miao Tea - A Pioneer Who More Understands Young People" (Project Number. S202110615139X).

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